



WUPW

ORDER

Print Date 05/30/12

Page 1 of 1

Flight Dates 05/24/12-05/31/12

Contract / Revision 769551 /

Original Date / Revision
05/16/12 05/16/12

Advertiser Crossroads GPS

Agency Crossroads Media

Buying Contact

66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Product

Crossroads GPS

Agency Com 15%

Billing Contact

66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Sales Office P-PHI

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 552

Alt Order # 6815956

Billing Type Cash

Order Type General

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes Agency Political Pol-Issue

Product Codes PL20

Priority P15

Advertiser Ref

Primary Account Executive
Anjie Brady

Account Executive	Order%	Start Date	End Date
Anjie Brady	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
ETOL	%	
TTWB	%	
WGTE	%	
WLMB	%	
WNWO	%	
WTOL	%	
WTVG	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
May 2012	1	\$297.50	\$350.00	0.00	04/30/12	05/27/12	1	\$297.50	\$350.00
June 2012	2	\$595.00	\$700.00	0.00	05/28/12	05/31/12	2	\$595.00	\$700.00
Totals	3	\$892.50	\$1,050.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WUPW	05/25/12	05/25/12	Late News M-F Fox Toledo News at 10PM	Comm	10-11p	----1--	1:00	1	\$350.00	P 5	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/21/12	05/27/12	----1--					1	\$350.00		0.00			
E 2	WUPW	05/29/12	05/29/12	Late News M-F Fox Toledo News at 10PM	Comm	10-11p	-1-----	1:00	1	\$350.00	P 5	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/28/12	06/03/12	-1-----					1	\$350.00		0.00			
3	WUPW	05/31/12	05/31/12	Late News M-F Fox Toledo News at 10PM	Comm	10-11p	---1---	1:00	1	\$350.00	P 5	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/28/12	06/03/12	---1---					1	\$350.00		0.00			
Totals														3	\$1,050.00